C1850-1
8/13/87

PACKAGING

THE CAHNERS MAGAZINE FOR DECISION-MAKERS/AUGUST 1987

Here Comes The Pump...Again

Guide to WestPack '87

Corrugated Goes High Tech

Food Firms Battle Tampering

Drug Co. Installs New Line

P0391824 ( ) 0447 98
CONGRESSINL INF SVC
SRI ACQUISITIONS
4340 EAST WEST HIGHWAY
BETHESDA MD 20814

CONTENTS

A CAHNERS PUBLICATION VOLUME 32 NUMBER 10

THE STAFF

MIKE WISNER
Vice President and Publisher

R. BRUCE HOLMGREN
Editorial Director

JAMES R. RUSSO
Editor

MERLE MULLINS
Managing Editor

ROSS HEUER
Senior Editor

MELISSA LARSON
Senior Editor

GREG ERICKSON
Senior Editor

MARK SPAULDING
Associate Editor

LISA McTIGUE PIERCE
Assistant Editor

H.O. RANGER
Technical Editor

DAVID HEINLY
Washington Bureau Chief

JOHN PETER
Editorial Consultant

ANTONIOS PROSOITIS
Vice President and
Director of Art Department

JUDY WHITT
Associate Director of Art
Department Art Director

MARK RUSSELL
Assistant Art Director

GILBERT MUNOZ
Director of Graphic Production

RALPH A. BURRIS
Production Supervisor

ANN HANES
Advertising Production Manager

NANCY COOPER
Director of Advertising Contracts

BARBARA A. PIKE
Circulation Manager (Denver)

EDITORIAL OFFICES
DES PLAINES, ILL. 60017-5080
Cahners Plaza
1350 E. Touhy Ave. P.O. Box 5080
312/635-8800

ERNIE KUMMER
Director, Corporate
Reprint Services

M.R. ROBINSON
Vice President Research
Bureau of Marketing Research

LARRY HAYS
Research Director

DIANN HIGGINS
Administrative Services

MARY WILLIAMS
Manager, Marketing Services

THE PACKAGING GROUP
PACKAGING USA
R. Bruce Holmgren
AUSTRALIAN PACKAGING
AUSTRALIA
Norman MacLeod
EMBALLAGES/FRANCE
Marie Therese Van Gheluwe
IMBALLAGGIO ITALY
Lita Santocanale Riggio
DAGENS INDUSTRI SWEDEN
Ake E. Andersson

DAVID SISK WEXLER
Group Vice President

PACKAGING NEWS

Here comes the pump . . . again 10
What this package did for toothpaste it's now doing for a growing list of hair-care products

Easy-pour winepack is a winner for Cribari 14

Chocolate chip motif works for Mrs. Fields' soda 15

PET 'coolerball' boosts winery's bulk sales 16

Statistics: Microwave use highest among parents 35

PACKAGING FEATURES

MARKETING

Top food firms battle tampering 42
Food giants are spending millions to preserve goodwill for their brands

PACKAGING OPERATIONS

Line hits stride now, can expand later 52
Merrell Dow created it with tomorrow's packages in mind

STATE OF THE ART

Corrugated containers go high-tech 64
New graphics, materials and design capabilities add value and versatility

SPECIAL REPORT

Guide to WestPack '87 72
More than 19,000 visitors are expected to attend this bi-ennial industry event

PACKAGING TECHNOLOGY

Flexible bubble cushioning cuts material costs 80 per cent 108

Plastic drum-liners assure ingredient integrity 110

Different-sized cartons handled by versatile tray-packer 113

EDITORIAL	5	STATISTICS	35	ADVERTISING INDEX	121
PEOPLE	18	ASSOCIATION NEWS	36	WRAP UP	122
CALENDAR	30	CLASSIFIED ADS	115	READER SERVICE CARD	123

PACKAGERS IN THIS ISSUE

Brighton Products	26	Kraft	42	Pillsbury	110
Borden	42	Macsil	15	Plochman's Mustard	27
Canandaigua Wine Co.	16	Marion Laboratories	16	Procter & Gamble	64
Concepts Unlimited	108	Merrell Dow	52	Revlon	10
Cribari & Sons	14	Miles Laboratories	16	RC International	12
Dena Corp.	12	Mott's USA	15	Rustco	110
Federal Distillers	14	Mrs. Fields	15	Spring Valley Water	14
Johnson Products Co.	12	Pfizer	113	Tressa, Inc.	12

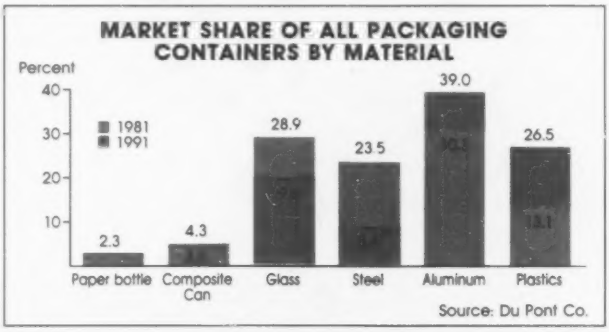
Cahners Publishing Company, A Division of Reed Publishing USA ☐ Specialized Business Magazines in Building & Construction ☐ Electronics & Computers ☐ Foodservice ☐ Book Publishing & Libraries ☐ Printing ☐ Medical/Health Care ☐ Manufacturing ☐ Industrial Research Technology ☐ Child Care & Development

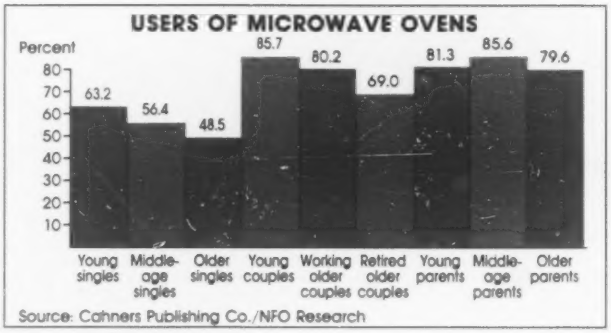
MARKET STUDY RANKS MATERIALS 1981-91

Steel containers seen taking biggest loss

New projections from Interpack '87, West Germany, showed continuing big changes in the market shares of packaging materials through the start of the 1990s. The analysis of U.S. packaging trends compared the share of market of all containers by material for 1981 and for 1991.

According to the study, share of market for steel will drop by nearly two-thirds during the 10-year period. Market share for glass will fall while aluminum's share will increase moderately and plastic's will increase sharply.





MICROWAVE USE HIGHEST AMONG PARENTS

Singles show lowest percentage of use

Of all consumers who responded to a recent PACKAGING magazine survey, parents as a group represented the highest percentage of microwave oven users. Couples without children reported the second-highest percentage of microwave use.

Less than half of the older singles who responded said they were microwave oven users—the lowest rate. Below-average per centages were reported also by young singles, middle-age singles, and retired older couples.

The highest percentage of users in any subgroup—85.7—was among young couples. Only one-tenth of a percentage point behind them were middle-age parents.

PACKAGING, in conjunction with NFO Research, Inc., sent questionnaires to 1,000 consumer households across the United States.

SHIPMENTS OF FOLDING CARTONS SET RECORD

Dollar volume rises almost $10 million

Folding carton shipments in April 1987 reached $300.5 million—nearly $10 million ahead of April 1986 and a new April record for industry billings.

The Paperboard Packaging Council, Washington, D.C., said that the cumulative dollar volume of carton shipments for the first four months of 1987 totaled nearly $1.2 billion—an increase of 2.6 per cent.

HERE TODAY.
HERE TOMORROW.

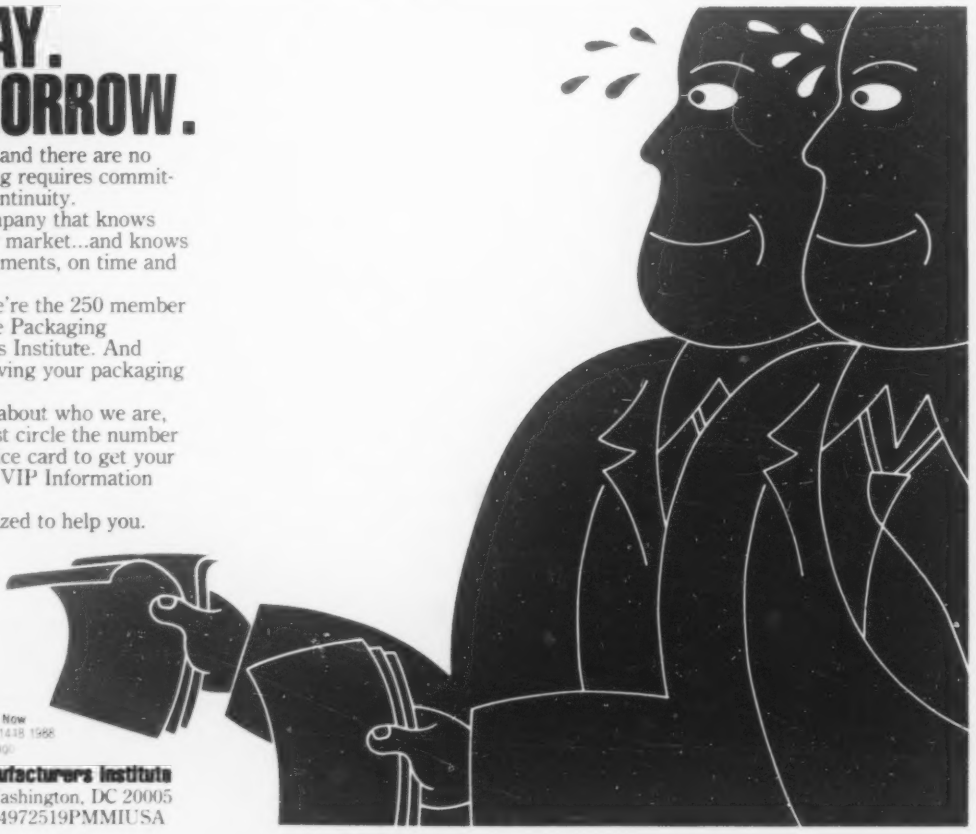
It's not a simple job, and there are no quick solutions. Packaging requires commitment, endurance...and continuity.

It also requires a company that knows you, your problems, your market...and knows how to meet your requirements, on time and on budget.

We know because we're the 250 member companies of PMMI—the Packaging Machinery Manufacturers Institute. And we're dedicated to improving your packaging line performance.

Let us tell you more about who we are, and how we can help. Just circle the number below on the reader service card to get your free copy of our "PMMI VIP Information Package."

PMMI. We're organized to help you.



PMMI USA
PACK EXPO Plan Now Nov 14-18 1988 Chicago

Packaging Machinery Manufacturers Institute
1343 L Street Northwest, Washington, DC 20005
Phone 202-347-3838, Telex 4972519PMMIUSA

For information circle 39